



## PRINTING AS IT AFFECTS WOMEN

MRS. A. W. HALEY, TUDOR, ALTA.

Gutenberg, I am told, invented printing 400 years ago. I suppose, having no carbon copies in those days, it was the only logical thing to do. His invention has certainly turned out to be a useful and helpful one to housewives.

Other inventions such as vacuum cleaners are nothing but a torment if you aren't lucky enough to have electricity laid on, but it doesn't matter how poor you are or how far from the power line, it is always possible to profit from the invention of Mr. Gutenberg. Books, catalogues, magazines, advertising sheets and posters find their way to each and every home.

If Andre Maurois had had to have all his copies of "Dessert" written by hand, the chances are, he would have sent them to all his personal friends. He would never have sent one to me, owing to the invention of printing. I was able to get a copy of this most fascinating book at a Calgary store for a few cents. And on the same basis, have been able to read, "Ikebana," and many other bestsellers. Perhaps there are people who can live contentedly without reading the current novels, but I am not one of them. I can hardly wait my turn. And I am intensely grateful that printing was invented way back in 1460.

And you can tell me what I should say to my friends when we meet for intelligent conversation, if I didn't have this month's copy of "The Reader's Digest," "Time Magazine," and "MacLean's," behind me, so to speak? And now to come to the catalogue, almost a dozen of them, bringing up to date reliable merchandising to your very door. No printing; no catalogues. No catalogues; then whatever would mother do with poor father's money? I have beside me an advertising sheet from Patterson's Pharmacy in Strathmore. It has on it printing in every size and shape, and as I gaze upon it, I am forced to admit, that though Gutenberg invented printing away back in the middle ages, it remained to the modern man to give it character and personality. Along the top of the sheet is "September Vaseline" in a temptuous type, dripping with ice and snow, suggestive of the cold and stormy days to come. "Andrews Liver Salt"

stands firm and upright in a sturdy block type. It would take the kink out of that kidney backache just to look at it. Then, in a dainty delicate type suitable for Madame's boudoir, we find, "Powder puffs, assorted sizes, 6 for 25 cents." Yes, on that one sheet you will find more variations of print than Hitler has pilots.

Next before me, as an example of what printing can do for the rural woman, is a list of Alberta, Elementary, Intermediate and High School Text Books. Having this list before me all I have to do is to choose the books my family needs, enclose the necessary cash and send it away. Back by return mail will come the books. No expensive trip to town, no tramping around stores. Just between you and me though I wish we had mislaid the catalogue that day, for Bill Powell was on at the Capitol, and I adore Bill Powell. He can do more with one eyebrow than some men can with two arms. But I can hardly hold that against Gutenberg and his invention, because if there hadn't been any printing I wouldn't have had the daily newspaper, and if I hadn't had the newspaper, I wouldn't have known what was on at the Capitol.

It wouldn't be possible to end this appreciation of printing without mentioning that great stand by, The Dictionary. What a haven of refuge for parents. When little Bobby asks you how to spell leucology, all you have to do is to send him a few sticks of wood, while you look it up in the Dictionary. And Madame Editor had better do that anyway, for I haven't mine handy, and besides the "S"s are torn.

This being Newspaper Week, it would not be fitting to conclude without mentioning our own personal piece of printing. "The Strathmore Standard." When you pick it up, a second time there is always some interesting bit of news you hadn't noticed at first. And there's always the chance that, as you are wrapping up Dad's lunch, your eye catches that really newsworthy item you wouldn't have missed for anything. How we all do look forward to our local paper. It keeps us in touch with all our friends in distant localities. If Strathmore were in danger of being bombed, I should rush to save the contents of the local drug store as the most valuable asset to life under difficulties. No, Dear Madame Editor, I would not place my plates to range your printing press. Then, in exile we would still print the Standard, and wouldn't we have fun?

### WHEATLAND DIVISION MONTHLY MEETING

The regular monthly meeting of the Board of the Wheatland Division No. 40 was held at Strathmore on Thursday, September 26th. Members were welcomed by the erection of a new two roomed High School at Swallow, Alberta, the successful tender being presented by the W. A. Waterbury Mfg. Co. of Edmonton. Work is being commenced on the building immediately and it is expected that it will be completed by the 1st of December. The new school will include a Science Room, and full sized basement with rooms for Home Economics and General Shop.

Homeview School, near Swallow, was closed owing to small attendance, and the children from this district are attending Swallow and Ardaback schools. Rosebud Creek School, near Rosebud, was also closed, and the children of the two families which were attending this school will now attend the Severn Creek School at Rosebud.

The closure of the Division has resulted in the following transfers in the teaching staff:

Mrs. A. T. Halbert—transferred from Rosebud to Swallow Public.  
Miss Verna Galner—Transferred from Rosebud Creek to Swallow.  
Mr. W. H. Harrison—transferred from Bayre to Craighill.  
M. S. A. Franklin—transferred from Craighill to Swallow High, as Principal.

Mr. J. A. Connolly—formerly principal of Swallow High granted leave of absence, owing to poor health.

The Division either provides the necessary pay for additional correspondence courses for students who are attending an accredited High School, or the Division either provides the regular High School tuition fee in these cases.

Newspaper advertisements are worth following closely because they contain news of unusual importance that they may take part in concerts.



Johann Gutenberg

INVENTED THE ART OF PRINTING FROM MOVABLE TYPE IN MAINZ, GERMANY IN 1460.



### THIS INDUSTRY INCLUDES

- TYPOGRAPHY
- PRINTING
- PULP & PAPER
- Printing Machinery
- PRINTING INKS
- PUBLISHING
- BOOKBINDING
- PAPER BOXES
- COMMERCIAL ART
- PHOTOGRAPHY
- PHOTO-ENGRAVING
- ELECTROTYPING

Five hundred years have passed since the art of printing from movable type was created.

Born in the darkness of superstition its light has brought knowledge . . .

Reared in adversity, its power has transformed thought.

In silence, it has led the world forward, moulding its opinions, religious and political.

Its revealing light has penetrated abysses of ignorance, and, on the sure foundations it has laid, commerce and industry have built a new world.

## Your Weekly Newspaper

We who call this community "home" find our first interest here. We take pride in our community, our institutions and our people; we share the joys and sorrows of our neighbors in an intimate vein to be found only in the typical Canadian town.

Service to our community and its people is the creed of our newspaper. It is upon that foundation that it has been built.

It brings to you an intimate, nearly weekly-by-week history of our community that can be found in no other newspaper, for no other newspaper shares our interest and concern in and for our community.

It is because we bring you all the home news, of people and things which are your first interest, that our readers represent a great family circle. The merchant or the manufacturer who would gain the interest and attention of this great family can find no medium to equal the eager, friendly reception with which this newspaper is received into these many hundreds of homes.

Weekly newspapers of Canada are now observing for the first time Newspaper Appreciation Week, an event designed to better acquaint the people of this vast country with the many and important services the newspapers render.

That prestige which this newspaper enjoys has been achieved through the years it has dedicated its every effort to the best interests of our community and our people. In the year that lies ahead our ambition will be to improve and to grow, as we renew our labors for improvement and growth in all the community.

## Mayor Hughes Message

Since October 1st to 8th has been set aside as Newspaper Week in Canada, and since it is fitting that the people of our community join in this Dominion observance, I deem it a privilege to proclaim the same period as Newspaper Week in Strathmore and do hereby urge that all citizens give serious thought to the benefits they themselves derive from the weekly press which is free to publish all the facts and which is rendering an invaluable community service.

T. S. HUGHES, Mayor

## CANADA'S NEWSPRINT INDUSTRY

Turning spruce forests into newsprint paper is Canada's biggest single manufacturing industry. Newsprint next to gold bullion, is the chief commodity Canada sells to the world; more important than wheat, double the value of our nickel or copper.

In time of war, newsprint's first job is to raise money; to provide foreign credits; to translate our forests into Spitfires and Hurricanes, tanks and guns, all the things we must have for defeat of our enemies.

This year we shall sell over 3,000,000 tons of newsprint to customers in other countries, chiefly in the United States. (Canada itself uses less than 200,000 tons a year.) These sales abroad in 1939 will yield a cash crop of something over \$150,000,000. They will provide purchasing power, the muscle and sinew of our strength to wage war.

The newsprint industry has a second job. It is to maintain the constant supply of low cost white paper which newspapers must have each day. Just as we depend on our great American neighbor as our best customer, so do American newspapers depend on our newsprint mills to keep their presses rolling. In North America this year ten billion copies of newspapers will be printed on Canadian newsprint.

The newsprint remains the great exponent and defender of Anglo-Saxon liberties and the chief means by which people are kept informed. A free press is indispensable to the individual freedom of thought and action which we are fighting to preserve. By its part in serving a free press, newsprint sustains a mighty weapon of democracy against a force of warfare no less dangerous than torpedoes and bombs.

### WORLD SERIES CINNINNATI REDS VS. DETROIT TIGERS

The great annual event in the Baseball world opened Wednesday with less certainty as to who will win than has existed for several previous years.

While betting was 7-10 in favor of the Detroit team, there were many "dark horses" and it is generally thought the series will go on to the 6th or 7th game.

For the next six days The World Series will compete in interest with the War news.

### FINANCIAL POST'S SPECIAL EDITION

The Financial Post's Special Edition covering the industrial and economic life of Canada is a very full and encyclopedic edition of the industrial development of Canada.

The eighty special pages are filled with information that will undoubtedly prove an eye opener to many to learn the tremendous strides forward in Canada have been made in the development of our various industries.

It must have been a gigantic undertaking to compile the information contained. The edition should be kept as a reference work on Canada's industries. The complete paper comprises 96 pages.

It was a huge task well executed.

### SCHOOL FAIR NOTES

The Softball Tournament held on Saturday was won by Berta Vale School. Mr. Art Hay, President of the School Fair Association presented the Cup to LAWRENCE VALE, who responded on behalf of his team. Berta Vale thoroughly deserves their win.

The exhibits of a number of schools are still in the hands of the Secretary. These will be disposed of if not claimed within the next two weeks.

The arrangements for the Oratorical Contest will be completed shortly. Watch these columns for an announcement.

### COMING EVENTS

October 23—Fowl Super and Tombola in Memorial Hall by Members of Sacred Heart Church.

October 29—United Church Ladies Aid Chicken Supper.

December 1—Ladies Aid of United Church Banquet and Tea.

PONOCCHIO at Hirdle's Theatre October 4th and 5th. No one should miss this picture. Walt Disney's Masterpiece.

AUCTION SALE—of Farm Implements, etc. October 15th at 1 p.m. at Clear Moorhouse's Farm. J. W. Durno, Auctioneer.

The credit for saving historic St. Paul's cathedral, which was threatened by a 1,100 pound Nazi time bomb, has been given to Lieut. Robert Davies of the Royal Engineers. Lieut. Davies led the "suicide squad" which dug up the tremendous strident forward in the cathedral, which the bomb was rushed outside the city to be detonated. He is a one-time resident of Merrifield, Ont.

The King has awarded the new decorations the George Cross to Lt. Davies and Sapper Wylie, of the Royal Engineers, who successfully removed the bomb from beside St. Paul's Cathedral.

It was a huge task well executed.



## Made-To Measure FALL SUITS and OVERCOATS Cambridge Clothes

**SPECIAL REPRESENTATIVE** will be at Our Store—**Friday 4th and Saturday 5th All Day and Saturday Night.** Displaying new Fall Samples of **High Grade Imported Cloths.** Come and look these over. Leave your order for your Fall Suit and Overcoat, for Immediate or Future Delivery. **Fit and Satisfaction Guaranteed.**

**\$24.50  
AND UP**

**Thos. E. Wright**  
Men's Better Wear

**INSURANCE—OF ALL KINDS  
LIFE—FIRE—AUTOMOBILE  
VAN TIGHEM AGENCIES**  
PHONE 31 • STRATHMORE

## MOST OF US DON'T KNOW

Hardly anyone—not even the publisher—knows how important a newspaper is to a community.

The smaller the village, the more important the newspaper is in its economic life. Its news, editorials, and feature stories focus the interest of surrounding territory on the village in which the paper is published.

This force and the force of advertisements by local merchants build an ever-widening trade area. This means more business, a bigger Main Street, more money for schools, churches, and homes—a bigger and better village.

A village with a newspaper is a village with a future. The better the paper, the brighter the future.

We are trying to make this newspaper the best possible. Your help and suggestions are always appreciated.

**The Strathmore Standard**

YOUR NEWSPAPER IS MORE THAN A BUSINESS—  
IT IS A COMMUNITY INSTITUTION

## KING EDWARD HOTEL

/ WHERE EVERYONE FEELS AT HOME

PHONE No. 1— John Spiros, Manager

## Shot Gun Shells

10, 12, 16, 20 Gauge

## A Few Shotguns on Hand

3 IN 1 AND EVEREADY OIL

22 RIFLES

**Strathmore Hardware**

"The Store of Quality and Service."

M. A. BELLINGER, PHONE 54

## Pot Pourri

— And you, good yeomen, Whose limbs were made in England, show us here The mettle of your pasture; let us swear That you are worth your breeding; which I doubt not; For there is none of you so mean and base, ( That hath not noble lustre in your eyes. I see you stand like greyhounds in the slips, Straining upon the start. The game's afoot; Follow your spirit, and upon the charge Cry "God for Harry, England, and Saint George!" (King Henry V.—Shakespeare).

## Eddie Crellin's Team Defeat Last Year's Victims

(From Trail Times)  
Eddie Crellin's giants are "Little World Series" champions today after eliminating Andy Bilesky's Cubs, last year's winners, from the city bantam baseball finals by a 12-6 score at Butler Park.

The teams played a best of three series, with Giants copping the first game, Cubs the second and Giants the third game.

Despite the severe trouncing they took, the Cubs made a game bid to stay in the series and the final game was hotly contested all the way.

Tino Magliani pitched a five hitter for the Giants and his teammates gave him fine support. Magliani fanned 13 batters and walked 11. Bob MacKinnon tossed for the rival nine, allowing 10 hits and three walks. He struck out 12 batters.

Iscadore McLaughlin of the Cubs supplied the hottest hit of the game, a four base blow, and Tino Magliani was next best with a triple for the Giants.

In the third and fifth innings the Giants really piled up the runs, scoring four in the third and six in the fifth. In these two frames they bunched their hits effectively.

Score by innings—

Cubs ..... 001 113 0-6 5 4  
Giants ..... 004 209 8-12 10 1

## Nightingale

A meeting was held at the home of Mrs. Pat Brown on Tuesday evening Sept 24th, for the purpose of organizing a sewing club. Owing to the condition of the roads the attendance was small and organization was postponed until the following Tuesday. A very pleasant evening was spent by those who ventured out and it is expected that the proposed club will be welcomed by the girls in the locality. Mrs. Brown kindly offered the use of her house for the next meeting.

New swings have been built for the use of the children at Valley Gardens school and the carpenters are now busy with improvements to the teaching.

The School Inspector Mr. MacLeod paid a visit to Valley Gardens School on Friday last.

Threshing crews come and threshing crews go but dish washing and pots to paring goes on for ever, at least, so it seems to us. One consolation is that everyone has a good potato crop this year.

## SCHOOL FAIR, Prize List

(Continued from last week)

### COOKING—

Brown Muffins—Jean Pawkes, Namaka; Elma Hildahl, Glencair; Betty Harwood, Harwood.

Spice Cake—Hope Christensen, Cairnhill; Beria Harwood, Strathmore.

Plain Cookies—Jean Smith, Chesdie; Elsie Larsen, Nightingale.

Isatin Cake—Barbara West, Harwood; Helen Boissevain, Strathmore; Charles Wheeler, Harwood.

School Lunch—Jean Pawkes, Namaka; Margaret Scott, Strathmore; Baking Powder Biscuits—Grace Trench, Strathmore; Winnifred Porteous, Beria Vale; Doris Hilton, Nightingale.

Peasant Brittle—Lois White, Strathmore; Pat Watson, Strathmore; Joan Boissevain, Strathmore.

Drop Cookies—Lois White, Strathmore; Pat Watson, Strathmore; Edith Larsen, Nightingale.

School Lunch—Lois White, Strathmore; Mavis Mackie, Namaka.

White Bread—Annie Nauta, Strathmore; Betty Nauta, Strathmore; Irene Harwood, Harwood.

Graham Bread—Lois Hildahl, Glencair.

Oatmeal Cookies—Blaine Chapman, Glencair; Mavis Mackie, Namaka; Estelle Watson, Cairnhill.

Chocolate Fudge—Lois Hildahl, Glencair; Joan Boissevain, Strathmore; Mavis Mackie, Namaka.

Apple Pie—Elsie Larsen, Nightingale; Blaine Chapman, Glencair; Estelle Watson, Cairnhill.

School Lunch—Irene Harwood, Harwood.

Canning—Elsie Larsen, Nightingale; Blaine Chapman, Glencair; Lois Hildahl, Glencair.

Tea Biscuits—Blaine Chapman, Glencair; Lois White, Strathmore; Lois Hildahl, Glencair.

Magic Baking Powder (Special)—Mavis Mackie, Namaka; Jean Mc Murray, Strathmore.

SEWING—

Hemmed Towel—Violet Lutz, Strathmore; Elma Hildahl, Glencair; Violet Giroux, Strathmore.

Thrift Problems—Elma Hildahl, Glencair.

Aluminum For Aircraft

The Minister for aircraft production, the Canadian Lord Beaverbrook, last week issued the following appeal for aluminum to the women of Britain:

"Give us your aluminum. We want it and we want it now. Now and old, of every type and description, and all of it."

"We will turn your pots and pans into Spitfires and Hurricanes. Bins, helmets and Wellingtons. I ask, therefore, that everyone who has pots and pans, kettles, vacuum cleaners, hat pegs, coat hangers, shoe trees, bath room fittings, cigarette boxes or any articles made wholly or in part of aluminum should hand them over at once to the local headquarters of the Women's Voluntary Services."

The appeal, according to the London Times, has met with a wide response. This is not a health article, but nevertheless it is an important topic which in this country as well as Britain demands attention. Canadians it gives a similar appeal would respond just as heartily as they are doing in the sea.

It is not time that the Government of this country should make a similar appeal to Canada? The country is swarming with old and new aluminum pots, pans and other articles which most of us could do without.

Doll's Scarf—Elma Hildahl, Glencair.

Apron—Lois Hildahl, Glencair; Thrift Problem—Lois Hildahl, Glencair.

PENMANSHIP—

Grade I—Eileen Schultz, Orange Valley; Norma Warrack, Orange Valley; Paul Hanson, Strathmore.

Grade II—Agnes Geddert, Namaka; Bernice Welshamer, Chesdie; June Strubbe, Strathmore.

Grade III—Erma Enns, Namaka; Yvonne Forrester, Namaka; Helen Boissevain, Strathmore.

Grade IV—Mary Pawkes, Namaka; Irene Strubbe, Strathmore; John Wilson, Strathmore.

Grade V—Dorothy Molinist, Crowfoot; Patricia Hermanson, Hervey; Eva Harwood, Harwood.

Grade VI—Agnes Enns, Namaka; Joan Boissevain, Strathmore; Betty Frederick, Nightingale.

Grade VII—Doris Koch, Strathmore; Christina Mattern, Namaka; Mavis Mackie, Namaka.

Grade IX—Walter Ouzt, Namaka; Andy Klemm, Akenstad; Mary Gledert, Namaka.

High School—Katherine Boishman, Namaka; George Geddert, Namaka.

Under The Street Lamp

Mr. Mackenzie "I'm sorry to tell you, Gordon, that I found it necessary to thank you. Do you know why?"

Mr. Mackenzie: "That's it, exactly."

Manager: "You? You come into see famous restaurant, drink see glass of water, and see walk calmly out?"

Did you expect me to stagger out?"

Lawrence Downey is wandering about these days with the information that making love is like making pie—all you need is a crust and a lot of applesauce.

Mr. Crellin had spent a considerable time driving the theory of vulgar fractions into the heads of his class.

When he felt that the class had at least grasped the fundamentals, he asked: "Now, which would you rather have—one ounce of toffee, or two half ounces of toffee?"

Ted Roberts immediately shouted: "Two half ounces."

"Now, why do you say that?" sighed Mr. Crellin.

"Please sir" replied Roberts, "there's another bag to bust."

The presidential election has started a new type of hairdress modelled after the respective party mascots. The democratic donkey has inspired one swept up at the sides in long spirals to resemble the ears of a donkey.

Heck, it's getting harder every day to know which of your friends are jackasses.

Traffic Policeman: "Hey you! Didn't you hear me yelling you to stop?"

Barrel (speeding): "Oh, was that you yelling? I thought that was just somebody I had run over."

Bill Woodliffe (to Bob Sharp, in the chair): "Well, what'll you have, a hair cut, or just the oil changed?"

## Used Cars

1939 LINCOLN ZEPHYR SEDAN

1937 FORD SEDAN

1936 BUICK COUPE

1934 CHEVROLET COUPE

1930 CHEVROLET COUPE

1930 NASH SEDAN

1929 FORD COUPE

1929 FORD ROADSTER

## Used Trucks

1938 FORD 2 TON TRUCK, 157" Wheelbase



**HUGHES  
MOTORS**  
STRATHMORE, ALTA.

**HOTEL York**  
CALGARY  
CENTRE ST. 701-702

ALSO OPERATING  
**HOTEL ST. REGIS**  
RATES \$1 and \$1.50 — WEEKLY and MONTHLY RATES

**This New Firestone**  
STUDDED  
GROUND GRIP TIRE  
"makes its own road"

JUST WHAT YOU NEED FOR MUDDY ROADS, MADE FOR CARS AND TRUCKS

NO chance of getting stuck when you have the sensational new Firestone Studded Ground Grip tires on your wheels. Off the highway in mud or snow they take hold anywhere and pull through the worst conditions possible. But on the pavement they are quiet, smooth-riding and long-wearing. We have a complete stock for cars and trucks. Let us put them on your car now.

**Firestone**  
STUDDED GROUND GRIP TIRES

HUGHES MOTORS

STRATHMORE

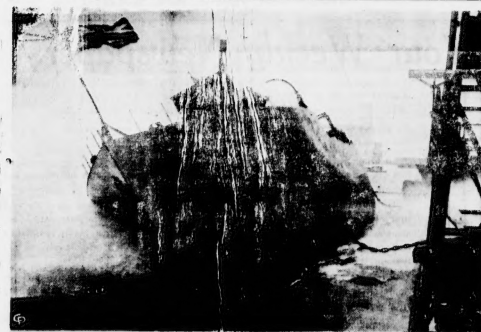
PHONE 31

H. HARWOOD

STRATHMORE

PHONE 1604

## SUB-CHASER LAUNCHED AT GEORGIAN BAY PORT



This sleek sub-chaser, newest addition to Canada's navy, was pictured as it hit the water in its bow and plowed into the water. The traditional bottle of champagne was smashed across its bow as it rode the launching waves in the slip.





## A Story About Paper

How much does our human existence depend on, or revolve around the most common, yet the most indispensable commodity of our daily life, paper?

This industry is the largest in the Dominion, and paper is Canada's greatest export.

The more one tries to realize its importance, the more difficult its potential value is to estimate.

Let us start as we rise in the morning. One of the first things we do is to pick up some paper. I start our kitchen fire, then wash up, probably using a paper sponge, and paper towels. After dressing, we may pour our cereals from a paper carton, unwrap our bread and bacon from paper, and use paper serviettes. After breakfast our combs are made from another paper package then we are ready to go out to business, but first we must make sure another paper is with us, our permit or registration card. Oh, we go to our train or street car, and another piece of paper is required. On our way, we scan the morning newspaper. On arriving at business, our first duty may be to look up a number in the telephone directory, next may be a call at a bank to deposit or cash cheques. Then we begin sharing it with the butcher, baker, tinker and tailor, all of whom will wrap our purchases in more paper.

Next we use paper in the building of our homes to keep us warm, and we decorate the interior to make it beautiful. We also make some of our furniture, such as floor coverings, and lamp shades etc.

We may next write a letter to our friends to come and visit with us, or we may have unintentionally to go to the hospital, and here again everything is committed to a paper chart for noting our symptoms and future progress. Sometimes His Majesty may be interested in us, and his officers will ask us to leave our finger prints on paper, just in case we get lost, and

## Weddings

ANDERSON — KENNEDY

Grace Presbyterian Church was the scene of a pretty wedding Wednesday October 2nd, when Miss Catherine Kennedy, daughter of Mr and Mrs J. P. Kennedy became the bride of Sergeant Fred Anderson, son of the late Mr and Mrs Harry Anderson, pioneer residents of Strathmore.

Rev. A. Bright, Pastor of Grace Church officiated.

The bride was given in marriage by her father. She chose for the occasion a suit of soldier's blue with matching hat, and a corsage of gardenias. Her bridesmaid Miss Minnie Toss wore a wine colored suit with black accessories and a corsage of red roses.

Sergeant Thos. Carruthers was best man.

Following the ceremony the guests numbering about 40 motored to the home of the bride's parents where the reception was held and a choice buffet luncheon served.

Thetaco to the bride was proposed by Rev. H. Harbeck and responded to by the groom.

The bride changed to a black suit with silver fox furs for her going away costume. Sgt. and Mrs. Anderson will reside in Calgary.

"I represent the Mountain Wool Company, m'am. Would you be interested in some coarse yarns?"

"Sure, tell me a couple."

don't remember our identity.

Then, too, to make our agreements more clearly understood, and more effective, we have a lawyer prepare an other scrap of paper to which we add our signature, and sometimes our photograph, which is on another piece of paper.

In between times we may have used paper cups to drink from, and, unwrapped a few are smokes. On our way home we get an evening paper to scan over sport results, rains or losses, bargains and local news. Finally we relax by turning over some choice piece of music, or joining in some friendly game of cards. These are but a few of the multiple uses made of the most common commodity, paper.

Perhaps the chief reason for the extensive use of this common product is its low cost and the ease with which it can be disposed of. —Contributed.

"Whatever it is, we can fix it."

SOME OF OUR USED CAR SPECIALS

1929 Chevrolet Coach—  
1934 Chevrolet Coach—  
1939 Chevrolet De Luxe Sedan

1934 V-8 DELUXE  
1932 Ford Truck, L.w.b.  
1938 Chevrolet 3-4 Ton

PHILLIPS MOTORS

PHONE 12—

## FURTHER PLANS FOR WHEAT DELIVERY

PRAIRIE FARMERS MAY DELIVER WHEAT FOR DEBT

A plan was announced by Trade Minister MacKinnon whereby prairie farmers may deliver wheat to merchants, wholesalers, suppliers and others as security against farmers' accounts with such merchants.

Under the plan the merchant will become the warehouseman for the farmer and later deliver the wheat to the elevator in the farmer's name as elevator space becomes available.

The minister said there was a misconception according to many reports reaching him that because of the present delivery quota system for wheat on the prairies merchants would not be able to take wheat this year and later deliver it to the elevators.

Some merchants already were accepting wheat, while others were not, and, to clear up the misconception, the minister's announcement was in Wheat As Security—

Under the plan announced today the merchant will be in a position to accept farmers' wheat as security and later deliver it to the elevator.

The minister explained that many merchants and wholesalers had storage facilities used in former years for holding producers' wheat. This year it will be a matter of arrangement between the farmer and the merchant as to the storage. The wheat will remain in the name of the farmer.

The wheat can then be delivered to the elevator in the name of the producer as the title for it has not passed from him. The elevator will receive it under the producer's permit as the delivery quota permits.

Producer Benefits—

At the time of delivery the cash check in payment for the wheat by the wheat board may be made payable to the merchant or other person interested on instructions of the producer. However, a participating certificate which entitles the farmer to participate in any profits the board may make in the handling of any year's wheat crop must be made out to the producer and any payment on the certificate will be made directly to the producer.

An arrangement can easily be made for the participation certificate benefits to follow the grain through to the merchant. If mutually agreeable.

"Any agreement or arrangement in matters of this kind must be between the producer and the merchant.

The responsibility of the merchant for the wheat should be clear and also provision for payment by the producer to the merchant. Care must be taken that title does not pass from the producer as in that event delivery could not be taken by the wheat board.

"The wheat board has been endeavoring to find some method whereby it can take wheat from other than the producers but participation certificates and particularly quotas present serious difficulties. This subject is being further pursued."

In answer to the question "What advertising media will reach the greatest number of prospective customers at the least cost?" the answer is inevitably—the newspapers.

## PLEASE NOTE

—1940—

In making up the form, two paragraphs in The Pioneer Story of Mrs. Nelson became transposed.

We repeat these in correct order, the rest of the story follows along, in proper order.

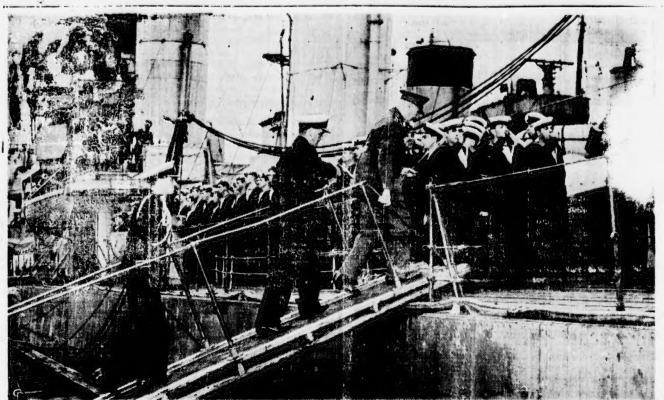
With this explanation our readers should have no difficulty in following the article through to the end.

My husband, like many others, had forced the soil to give him a living. He had built the large, one room cabin to which he brought me, which I proceeded to decorate woman-fashion as best I could with curtains and other things. I had been inexperienced as a teacher because, although I had taught three years in the large schools of London in England, conditions in the little country school of Norbury were so different. As the wife of a house-keeper, I had to learn to cook on a wood stove. We must have had conversations of iron to have survived those early months of my cooking! I did learn, because I had to, and I learned, too, something about farming and clearing the land, although I never helped outside the house.

Hoping for the Railway—

Although I was cut off from all the civilization I had known, and the acquaintances I had made, except for solitary correspondence, hope for a new and strong communication with other parts of Canada was kept alive by the persistent rumor that a railway was going to be put through. We felt on that rumor. We kept telling each other that when the railway was put through things would be better. New communities would spring up. There would be stores to go to, and things to

## HIS EXCELLENCY IS PIPED ABOARD



While sailors of the Royal Canadian Navy blow their pipes in honor of the distinguished visitor, the Earl of Athlone goes aboard a destroyer moored at an eastern Canadian port. His excellency inspected several of Canada's war vessels and then took the salute as Canada's sailors paraded before him.

## GOLF NOTES

—1941—

Sunday, October 7th, 1940—  
Championship Cup Matches—  
N. White vs. D. A. Perry  
Blair Field vs. B. Fessenden  
Medal Round—  
E. Whiteside vs. E. Jackson  
W. Jackson vs. E. Jackson or D. McMurtry.

Mixed Foursome—  
Mrs. Holmes and T. Chamberlain vs. Elsie Sovmen and Bill Craig  
Mrs. Freeman and P. Welshimer vs. Mrs. Field and F. Benz.  
M. Marcum and P. Holmes vs. Mrs. Hughes and H. Woods.  
Mrs. Van Tighem and G. Patrick vs. Gladys Fessenden and W. McNeill.  
M. Jackson and L. Van Tighem vs. Mrs. May and Art Anderson.  
Mrs. Fessenden and J. Giffen vs. Mrs. Downey and R. Russell.  
Mrs. White and A. Pierson vs. Mrs. Hildy and G. Jackson.  
Mrs. Hamerlin and L. Jones vs. Mrs. Whiteside and W. C. Howie.

FIRE PREVENTION WEEK—  
OCTOBER 8th TO 12th

The loss that is caused annually through carelessness on the part of juveniles and adults, makes necessary this repeated caution. Cigarette butts, hot ashes, over heated pipes, careless dropping of matches, and children be allowed to play with matches, campers careless about extinguishing fires, each and all of these are too frequent the cause of costly fires.

The Dominion Forestry Department calls on everyone to use caution with these dangerous agents. Prevent the Fire. Do not be like the man "who did not know it was loaded."

buy and we would have money to buy them with, because the railway would carry away our wheat to great markets. We could make enough profit on our grain to ensure our security.

But no rail was laid that year, and that August the entire crop of wheat froze. We were unconsciously entering the first long chapter of our trouble. We had no money but we scraped along, raising a few hogs, living on hope and the credit we got at the store. I will tell you, "at the back of beyond", although I was getting to know my neighbors.

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Outside Judges will be asked to make the decision.

## CANADIAN SOLDIERS ASK FOR OLD MAGAZINES

—1941—

Ottawa—Captain the Rev. W. T. H. Cripps, Canadian Legion War Service supervisor attached to the 1st Canadian Division, has made an appeal through the London, England, office of the C. L. W. S. for magazines illustrated papers, and other types of reading matter for the troops.

Captain Cripps, who before going overseas was Rural Dean at Red Deer, Alta., said that the appeal was for Canadian periodicals, preferably of the illustrated type, but that no Canadian publications such as digests, geographic journals, handicrafts and others of general interest, would be welcomed. He asked Canadian support of the request, which he described as "urgent and important" and suggested that people donate their old magazines to any branch of the Canadian Legion which in turn will send them on to C. L. W. S. headquarters at Ottawa for shipment overseas.

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**CALGARY KNITTING COMPANY**

SALE NOW ON

and continuing for some time. Watch the Calgary Herald for advertised bargains, in Wednesdays and Fridays papers, and Special ads, during the week. We will send out articles on receipt of your order, with remittance, and additional 15c postage.

**SOME OF OUR USED CAR SPECIALS**

1929 Chevrolet Coach—  
1934 Chevrolet Coach—  
1939 Chevrolet De Luxe Sedan

1934 V-8 DELUXE  
1932 Ford Truck, L.w.b.  
1938 Chevrolet 3-4 Ton

**PHILLIPS MOTORS**

PHONE 12—

**COLOR CONTEST**

Bring your car into our Show Room. No charge for diagnosis. Lowest prices consistent with high class workmanship.

"Whatever it is, we can fix it."

**COLOR CONTEST**

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**ONTARIO LAUNDRY**

IT'S NO TRICK OF MAGIC TO KEEP YOUR CLOTHES LOOKING AS NEW AS THE DAY YOU BOUGHT THEM! SPOTS AND WRINKLES DISAPPEAR UNDER OUR SKILLFUL CARE. CREASES IN SUITS AND PLEATS IN DRESSES SPRING INTO SHAPE AGAIN... COLORS TAKE ON NEW LIFE! REVITALIZE YOUR ENTIRE WARDROBE BY FREQUENT TRIPS TO ONTARIO LAUNDRY. IT'S QUICK, 3 DAY SERVICE AND BUDGET PRICES WILL KEEP YOU HAPPY. REMEMBER ONTARIO LAUNDRY FOR ALL CLEANING.

**ONTARIO LAUNDRY**

When Next You Come to Town

always remember your local bank manager welcomes a visit and an opportunity of discussing with you the problems of your farm. In the success of your enterprise and the prosperity of this community and its people, The Royal Bank is vit



## Pardon Our Pride

Few indeed have not heard someone of advancing years reach back in memory to years for things as they were, a generation ago. Usually such comment introduces a discourse that disparages modern development and progress to laud institutions and life of that older day.

But have you ever heard anyone voice a sincere desire for a return of the newspaper of a by-gone era?

We never have.

The newspaper of today has grown and extended its public services in unison with the advance of civilization. It has earned its present place of Prestige through proven service as a powerful economic and social influence representing the best interests of the community it serves.

## TOWN COUNCIL MEETING

**TOWN IN EXCELLENT FINANCIAL STANDING**  
—1941—

**PUBLIC HEALTH CLINIC**  
—1941—

**FRUIT TREES FOR TOWN PLANTING DONATED BY C.P.R.**  
—1941—

The Town Council met on Tuesday night after a lapse of a month, with Councillors Blythman, Woodliffe, Hildon, Gannon, Mayor Hughes, Secretary Treasurer Garrett and Town Solicitor Wears. Arrangements were made to secure the resignation of Councillor Weyers, now in the Active Forces. It was pointed out that since this would not be obtained until after the four months before election period had started, there would be no necessity of putting the town to the expense of a by-election. Application for soldier's tax exemption was heard from Mr. Isaacs and Mr. Seales, and both approved. A letter from Mr. Gershaw in answer to the resolution forwarded to him some time ago was read, in which he stated that he would see that its contents reached the proper authorities.

Permission to plow two lots near the irrigation ditch was granted to A. Low.

A long letter from the Public Health Board concerning the proposed Health Clinic in this district was read, and each councillor received a brochure for perusal. The Secretary was instructed to see what collections could be made on certain properties far in arrears, and Mr. Gannon was in

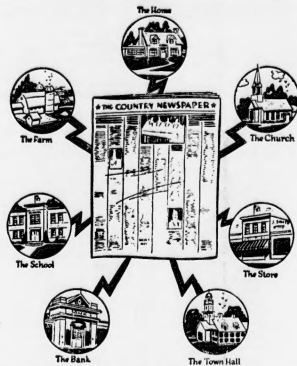
giving authority to see that the necessary repairs for some of the town property be made.

Since the destruction of some property at the cemetery by logs running loose, orders were issued for the main gates to be looked at all times, and a small gate with a strong spring to be erected beside them.

An offer of Mr. Griffin to give the town all the fruit trees they could use for immediate planting, was received with great appreciation, and arrangements made to use some-where in the neighborhood of 150.

A report on the pump-house and equipment was given by Councillor Bladon. It appears that this property is in sad shape, the motor and pump needing somewhere in the neighborhood of \$100 worth of repairs, and the building needing a good deal of attention also. The runway for the pipes, for instance, has dropped off the building and is lying on the lake bed. The water is all from the north, and the building is all gone on this side. It is thought a recommendation may be received at the next meeting from the committee on this that the building be moved across the street, sunk about three feet, and backed up, so that it will be an all weather building. The pipes in this case would run under the level road.

A bill from the Government for the town's share in the maintenance of a man under training by them, was returned with the note that he was unknown in this district. The sidewalk on Railway Avenue, from Second to Third Streets will be rebuilt as soon as it is possible. It was shown that this



Printing is the hub by which these various institutions are enabled to perform their valuable and vital functions in the all round development of Society.

### THE TORONTO STAR

We are indebted to the Toronto Star for sending us the very interesting story of the pioneer life of Mrs. Nielson, Canada's only woman Member of Parliament.

Canada's pulp and paper industry has headed the list of manufacturing industries in net value of production since 1920, and in wage and salary distribution since 1922.

**FOR SALE—2 CIRCULATING TYPE Coal Heaters, Apply T. S. Hughes, Phone 31, Strathmore.**

sidewalk is resting on sod, the stringers having gone long since. H. Boiesvain was sold a lot near his premises, and G. Smith was given an offer on two acres at the north side of town. Arrangements were made for a more satisfactory system for having cess pools emptied, the present situation having approached to the point where it is a menace to Public Health. Accounts were passed to the amount of \$640, nearly ninety per cent of this amount being for the sidewalks recently completed. The financial standing showed a bank balance of approximately \$5800, the best standing the town has had in some long time.

### LIONS SEE BANFF-JASPER PICTURES

The King Edward Sample Room was packed solid with fun and entertainment, when 33 met at the Lions' Club meeting Thursday night. Good fellowship was the keynote of the evening. Four members of the Calgary club were in attendance, and invited the Strathmore members to a function they are holding Friday, October 3rd.

Mr. D. McMurray and his assistant Anson Chase provided the highlight of many an evening's entertainment with the showing of a group of movie pictures of the new Banff-Jasper highway and sidehills. All of the pictures were in color, and the exquisite touch it added was indescribable. Many appreciative comments were heard through and after the meeting, and Mr. McMurray's program will long be remembered as almost better than the tour itself.

**Book Agent—** Now here is a book entitled "How I worked my farm for Profit."

**Farmer—** I haven't time to read fiction.



### DUCHESS OPENS BRITISH SERVICES CLUB

Passing many representatives of the British Empire's various women's volunteer services, the Duchess of Gloucester arrives to open a club for them in London.

## Locals

Mrs. Tew and two children left last Monday for Petawawa, Ontario, where Mr. Tew is stationed in Petawawa Training Camp.

Miss Marjorie Fairlie of Pipestone, Manitoba was the guest of her sister, Mrs. Nels White Tuesday and Wednesday en route to Vancouver.

Following the basketball game Sunday The Brook's visitors were entertained by the Strathmore fans at a social evening in the Strathmore Hotel, when all enjoyed a pleasant evening.

Mr. Billy Williams is down from Calgary for a few days leave.

### NO SHOOTING SIGNS PLAYING THE GAME

Now that the shooting season has rolled around it is hoped there will be no evidence of lack of sportsmanship. Many a farmer has been forced to put up "No Shooting" signs because of previous bitter experience. The story is related in an exchange of two city chips who sneaked up on 11 geese and shot 9 of them—the geese belonged to the farmer.

Then there are those who cut wire fences, leave gates open, etc. It is such reprehensible acts that cause the "No Shooting" signs.

Sport is not sport unless it is played on the square.

### RED CROSS TO TAKE WHEAT

The Wheat Board has authorized wheat deliveries for voluntary contributions to Red Cross Society.

Following are the instructions—

1—When space is available, the producer should deliver the wheat to an elevator, have the producer's certificate made out in his own name, and the cash ticket made out in the name of the organization to which the contribution is being made. The contribution must be made by cash ticket payable to the organization, and not by endorsement of the storage ticket. This delivery need not be recorded in the permit book as a part of the established quota.

2—The producer must not endorse a storage ticket to the organization concerned, as this involves transfer of ownership, and the Board cannot buy wheat from such organizations, since they are not producers, within the terms of the Canadian Wheat

## Specials—

CAMPBELL'S TOMATO SOUP, 3 Tins	25¢
PORK & BEANS, 16 oz. tins, 3 for	25¢
QUAKER PUFFED WHEAT, 3 for	25¢
QUAKER PUFFED RICE, 2 for	23¢
ONIONS—9 lbs.	25¢
PURE LARD—3 lbs.	25¢
JELLY POWDERS—6 for	25¢
8 INCH DINNER PLATES—2 for	25¢
FRESH GINGER SNAPS—2 lbs	25¢
FRESH FIG BARS—per lb.	22¢
McINTOSH APPLES—per Box	\$1.59

**STRATHMORE TRADING COMPANY**  
A. D. SHRIMPTON, MGR.

Board Act.

Please note that these instructions are issued by the Canadian Wheat Board, and must be strictly adhered to whenever wheat is being donated by any farmer in your district to your Red Cross Branch.

### SCOUT NOTES



## Don J. MacLean

— AUCTIONEER —  
Country Sales A Specialty  
Proceeds Promptly Settled  
● Reasonable Rates ●

Financial Reference—  
Imperial Bank  
— PHONES —  
CALGARY W1194

### THE STOVEL CALENDAR

The Stovel Company Calendar for 1941 is a very beautiful reproduction of painting by the famous Canadian artist Eric Jordan.

The scene pictures aquaint and primitive farm home at the foot of the of the colorful Laurentian Mountains in Quebec.

In the foreground the mountains stand out in strong relief sheltering the quietness of the peaceful valley. The modest home with smoke ascending from the chimney, tells of comfort within, and the pioneer horse and buggy all speak the peace that predominates.

The Autumn coloring is very beautiful. The Calendar is typical of the high class of work produced by the Stovel Company.

to the next house, all returning to their respective starting points for refreshments and a happy social hour. Winners of prizes were high, Miss Gladys Hughes, Lucky prize, Mrs. Pearson and Mr. Patrick, consolation, Mr. Downey.

The innovation proved a very pleasant one, the walk in the open from house to house, entraining one's ability to play.

An interesting evening was held by the Cubs and Scouts Thursday evening, when five Cubs advanced to the Scout Troop. They were Murney Ridley, Stanley Wright, John Wilson, Teddy Roberts and Jack Luge.

Cub Master Crellin and Asst. Scout Master Chuck MacLean conducted the ceremony in connection with the boys' advance.

Following this the Scouts held a party welcoming the newly admitted recruits.

A merry period of games was followed by light refreshments, the Scouts all vowing it a very happy evening.

### PROGRESSIVE BRIDGE

The Woman's Auxiliary of St. Michael's Church arranged a unique and interesting evening, Thursday, when six homes arranged two tables of bridge each. Hostesses were Mrs. O. Wright, Mrs. Cecil Lambert, Mrs. G. H. Patrick, Mrs. Leslie Pearson, Mrs. J. Carter and Mrs. Ian McKenzie.

The winners at each table moved on

THEY ARE FLYING LOW AND THE SEASON IS OPEN —

COMPLETE SUPPLY OF  
DOMINION AND  
WESTERN AMMUNITION  
IN STOCK  
AT POPULAR PRICES

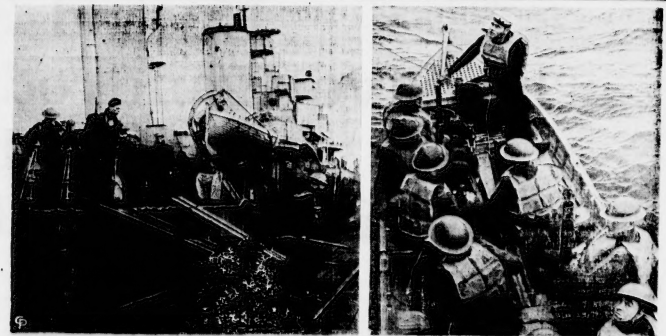


**Crown Lumber Co.**

PHONE 26

STRATHMORE

## CANADIAN TROOPS TAKE UP POSITIONS IN NEWFOUNDLAND



Transported silently and efficiently by destroyers of the Royal Canadian navy, Canadian troops are pictured, LEFT, as they walk down the gang-plank to take up positions in historic Newfoundland. DESTROYERS, bearing other Canadian troops, were not able to get as close to shore and the troops and their equipment had to be landed from small boats. Carrying their weapons with them, these soldiers, RIGHT, are shown as their look passed away from the side of the destroyer.

## What a Little Advertisement Can Do

### IF YOU ARE A MERCHANT—

It can tell people about the fancy or stylish new stocks of merchandise you have just put in for Spring, Summer, Fall or winter trade. People are always interested in knowing where they can obtain the newest and best.

It can sell that slow-moving stock on your shelves. It can help you dispose of your left-overs or seasonable goods—some of which will soon be not so seasonable.

It can increase your turnover, reduce stocks on hand and all to your profits and bank account.

### IF YOU SELL SERVICE—

It can tell people what you have to offer, attract customers and increase your sales and profits. Garages, Laundries, Cleaners and Dyers, Beauty Shops, Barber Shops and the like, which are wise enough to advertise always get the cream in their lines.

### AND A BIG ADVERTISEMENT

Will Work Even Harder Than This

An advertisement in THE STANDARD will be read by practically everyone in this District. Such an advertisement costs but little, but it brings big results. Try one when you have something to sell.

## Cheadle

Mrs. Grace Lyons of Vancouver has been visiting in Cheadle with her daughters Mrs. I. Smith and Mrs. C. W. Barber.

The Cheadle W. W. held their regular meeting at the home of the President, Mrs. A. Silverthorne. It was a very well attended and interesting meeting. Much merriment was caused when the ladies answered the Roll Call with "What they would rather do than housework?" Many and varied were the answers, the climax of which was the one who wanted to put a "few bombs under Hitler." The next meeting will be held at the home of Mrs. R. Russell on October 15th.

Miss Jerry Lane of Calgary was a week end guest of Mrs. L. P. Lewis. Mr. and Mrs. S. C. Cooper and son

Tommy, Miss L. Skattebo, Mr. and Mrs. Fred Ward and Pte. and Mrs. A. S. Greer all of Calgary were visitors in Cheadle on Sunday.

We are very sorry to report that Mr. W. Keer is seriously ill at his home near Cheadle.

All that thick smoke you see these days isn't caused by the bush fires. It's the farmers burning up over the continued rain and damp weather.

### — TRAIN SCHEDULE —

Strathmore—  
Going West No. 1 ..... 8:57 p.m.  
Going East No. 2 ..... 8:02 a.m.  
Calgary—  
Going East No. 4 ..... 9:08 p.m.  
Going West No. 3 ..... 6:52 a.m.

Classified Ads are Real Money Savers

## I Am The Printing Press

I am the printing press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratorios of history, the symphonies of all time.

I am the voice of today, the herald tomorrow, I weave into the warp of the past the wool of the future, I tell the stories of peace and war alike.

I make the human heart beat with passion or tenderness, I stir the pulses of nations, and make brave men do braver deeds, and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze with fearlessness into the vast beyond, seeking the consolation of a hope eternal.

When I speak, a myriad people listen to my voice. The Saxon, the Latin, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the wireless clarion of the news, I cry your joys and sorrows every hour, I fill the dullard's mind with thoughts uplifting, I am the light, knowledge, power, I epitomize the conquests of mind over matter.

I am the record of all things, mankind has achieved, My utterance comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches, at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust. I am the printing press.

### YOUNG PEOPLE'S REORGANIZE

The Young People are holding a reorganization meeting for the election of leaders and the arranging of groups on Tuesday, October 3th. Through a misunderstanding, several of the Young People were all set to attend on Tuesday last, and were rather disappointed to learn that it was

not until a week later. It is expected however, that a large group will be in attendance this year, especially since there are a number of new students staying in town.

"Dearest, will you marry me?"  
"Victor, I can't marry you; but I shall always respect your good taste."

## Carseland

Mr. and Mrs. N. J. Mutch are being congratulated on the birth of a baby girl.

Work is now well under way on the Alberta Pacific and Pool Elevator and box.

George Jamieson passed through town Tuesday night, with the latest addition of troops going East.

Miss Patricia Laurie who has been working in Ottawa has now been transferred to the Air Force Depot in Calgary.

Word has been received that Len Forrester is now in active service in England.

A number of friends gathered at the home of "Grandma" Dick on Tuesday to congratulate her on her 75th birthday. After a social afternoon and a delicious lunch, the guest of honor was presented with a pretty gift from those present.

Sincere sympathy is extended to Mrs. Bonita in the loss of her father, Mr. Kinch, who passed away in Edmonton, on Saturday.

The P. D. Club met last Wednesday, October 2nd, at the home of Mrs. Stinson.

### CARSELAND CHURCH BULLETIN

Promotion exercises were held last Sunday at the United Church School. Beginning next Sunday, October 6th, Miss Kennaway will have charge of the Beginners Class from 4 to 6. Miss McGrath will teach the Intermediate Class and Miss Dick will continue with the Primary. Junior classes will also be provided for. Parents are earnestly requested to co-operate in making the Church School a success. Graded Lessons are used in all the classes.

Familiar hymns will be used at the evening service and many people are looking forward to this service next Sunday.

Special Thanksgiving Service at Noon on Sunday, October 13th including Communion Service.  
Rev. R. Clegg attended the Fall meeting of the Calgary Presbytery on Monday last at Morley.

## The Editor

Who rejoices with you when you take the marriage vow? The Editor. Who shares your happiness when the blessed event arrives? The Editor. Who's heart is filled with sadness as he sets the type announcing another death among you? The Editor.

Who offers the hand of welcome to the stranger? The Editor. Who bids farewell and bon voyage to those who move away? The Editor.

Who tells the world what a fine place your home town is? The Editor. Who writes for the paper the publicity by which your town is judged abroad? The Editor.

Who is loyal to your merchants and ever ready to boost their sales and business ideas? The Editor. Who tells the religious messages every week and invites you to church each Sunday? The Editor.

Who mirrors the school activities and encourages your children in their undertakings and endeavors? The Editor.

Who represents you in far fields and other places? The Editor.

Who hosts all projects and ideas for the civic improvement of your community? The Editor.

### RAIN AND MIXED FARMING

The rain still continues to drench the untreshed wheat and delay harvest operations.

These disappointing weather conditions drive home very forcibly the wisdom of the statement of a local farmer who said yesterday "It proves the necessity for our farmers going more extensively into mixed farming. A wheat harvest alone is too uncertain but where a man can reap an income from his pigs, sheep, cattle, cream, and poultry, he is more sure of a source of revenue, despite unseasonable weather conditions."

Who suppresses stories of regrettable incidents among you? The Editor.

Who offers words of praise for your deeds and achievements? The Editor. Who offers words of advice and encouragement when you err? The Editor.

Who is first to congratulate you when you win? The Editor.

Who is first with words of sympathy when you lose? The Editor.

Who subscribes to the editor's paper and advertises their wares therein, thus helping him to accomplish these many duties? DO YOU?



French territories in Africa and French Cameroons have joined the French Territory of Chad in repudiating the Vichy government of France and joining the situation of fighting with Britain under the leadership of General de Gaulle. This development forms a bulwark of safety across Africa linking the Atlantic, the Mediterranean and the Red Sea, cutting off any connection between Italian troops in Libya and the East Coast.

# THE STRATHMORE STANDARD

commemorates  
with other Papers throughout the  
Dominion of Canada and the  
United States  
The Five Hundredth Anniversary  
of the  
INVENTION OF PRINTING

1440



1940

BY MRS. DORISE W. NIELSEN

Although I was cut off from all the civilization I had known, and the acquaintances I had made, except for

**Loneliness Can Be Terrible—**  
Cut off, as I have said, from all my  
near contacts, and tied all the more  
to the farm with my new baby, I sank  
a while into a strange state. Loneli-  
ness can be a terrible thing in the  
country. I had been used to cities and  
was accustomed to many other peo-  
ple around me—crowds jostling in  
streets, houses close-packed. At  
end of two years of marriage I  
was not used to the tremendous  
solitudes of the farm. While my hus-  
band was out in the fields, I used to  
sit in that one bare room feeling that  
the wall were crowding in upon me,  
pressing down to smother me. My  
baby was suffocating. In that night

lips, life in Canada offered more freedom. Strong winds were blowing toward a great future there, while England that era had passed; winds that had been closed, so to speak, against winds which would disturb the country in any way at all. I came back the spring believing that life here was essentially fine, if we were given opportunity we needed. We could be much to the country if we were allowed to and were not simply made perish in the wilderness.

When I returned to Saskatchewan in June, the depression had struck. It leveled over the prairie provinces like never ending dust-storm. My second daughter was born.

**enters Political Life—**  
In 1935, I had a son. A little later,  
we started to the bank, meeting

nd cold, have a car, belong to all —for if you do, it will come out  
bs, lodges; pay all your bills promp- you."  
stand all treats when out; pay in- (Editors' Note— Has Mr Haggi  
ne tax; and don't make a mistake missed out anything? ).



# Canada Calls!

Eminent Canadians in radio  
broadcasts, leading magazines,  
newspapers and all signs about  
us point to a period of business  
expansion for Canada.

## TRAIN NOW

- **SECRETARIAL** — Prepare  
students for high grade secret-  
arial beginning positions.
- **STENOGRAPHIC** — An all  
around good Business course.
- **SECRETARIAL - ACCOUNT-**  
**ANCY** — A good course for

INCREASED ATTENDANCE

FOR THE BEST IN—  
BEEF, PORK, LAMB, VEAL, FISH, POULTRY,  
● AT LOWEST PRICES

**Roberts Meat Market**

PHONE 25 — STRATHMORE, Alta.

(The End)

## Begin Your Course Early and Be Just That Far Ahead



## Local News Items

The first Sorosis Card Party for the Fall Season was held Wednesday afternoon at the home of Mrs. Giffen.

The Ladies Aid of United Church motored to Calgary to hold their meeting at the home of Mrs. Giffen Tuesday afternoon. Those present greatly enjoyed Mrs. Giffen's hospitality.

The first of a series of Red Cross Bridge Parties was held last Thursday evening in the Dining Room of the Memorial Hall where 24 tables were in play. Committees in charge were con- veyed by Mrs. Marcum for refreshments and S. H. Crowther for cards, both being ably assisted by a number of willing helpers. Prize winners were high. Mrs. Jack Bennett and Mr. Oliver Wright, second high. Mrs. O. W. White and Dr. Giffen. Consolations were awarded Mrs. Isaac and Mr. McMur- ray. The next in the series will be held October 17th.

Miss Armstrong of Saskatoon, N. B. was the guest last week of Mrs. John Hickey.

Miss Ann Riley of Cluny will spend the week end a guest of Miss Mary Telling.

Inspector Sullivan was a visitor at the Strathmore High School last Friday.

Mrs. Joe Wagstaff has returned home after a month's visit at Vancouver and Victoria.

The B. Natural Music Club held its first meeting for the Fall Season Monday evening at the home of the President Miss Gerry Van Tighem. There was an increased attendance and a very encouraging enthusiasm prevailed. Mrs. H. H. Peterson was elected president and Miss Anna Young, secretary. The next meeting will be held at Eileen McFarland's home.

Mrs. Frank Jones spent a few days in Calgary last week visiting at the home of Mrs. G. P. Kearns.

Albert Crellin and wife have returned to Strathmore and are staying with Mrs. and Mrs. Mark Crellin.

Mrs. Teare returned Monday after a two week's visit at the home of her brother in Calgary.

Dr. and Mrs. Care of Philadelphia are guests of Mr. and Mrs. A. Peterson for some time. Dr. Care coming over for his annual shooting holiday with Mr. Peterson.

A Good Record—D. A. Perry, our general station agent started in with the C. P. R. October 6th, thirty-four years ago. During that time with the exception of his annual holiday of two or three weeks he has only been out of duty for 10 days when he underwent an operation for appendicitis. Who can beat this record?

Select your Fall Suits and Winter Overcoat Saturday at T. E. Wright's Store.

Mrs. Bennett invited a few friends of her small son Francis last Saturday to make merry on the occasion of his 7th birthday. Merry games and a choice supper made the afternoon pass all too quickly.

Mr. and Mrs. K. Anderson and family and Mr. and Mrs. J. Anderson from Calgary were guests at the home of Mr. and Mrs. A. Bellinger Sunday last.

Mrs. Jack Crellin entertained at a Thursday last for Miss Armstrong, who left Friday en route for Vancouver.

Rev. R. Clegg of Carleton Place, Ont. and Mrs. Hunt attended Presbytery at Morley, Monday where Principal Staley of the Indian Reserve School and Mrs. Staley gave very kind hospitality.

### With the Institutes

LANGUIN—Members of the East group and some friends made a quilt which was given to the Red Cross. The W. I. finished the back and lining. Mrs. H. Dain, a charter member of the Languin branch was presented with a brooch on the occasion of her 70th birthday. The Constitution report was given by Mrs. Buntin the delegate to the Convention. The sum of \$7.50 was raised at a tea given by the W. I. at the home of Mrs. T. M. Forster and donated to the Red Cross. A social at the home of Mrs. H. Dain was held on August 31st at which Mrs. Buntin won a prize for the best poem. Mrs. E. Moe donated the birthday prize which was won by Mrs. H. Dain. Mrs. Moe donated the birthday prize which was won by Mrs. H. Dain.

CLINTY—Sept. 12th—Meeting at the home of Mrs. Goldsmith. Roll Call, "My Favorite Bird" was productive of several interesting facts about birds. Mrs. Jones gave a paper on Home Economics. Some topics dealt with were: Institutes in War Work, Making Jam for soldiers by Ontario Institute, Good Kitchen aids, Food for Health in Peace and War. The paper also included a questionnaire on pickles.

Five dollars was donated to A.N.I. for their Amulance fund, and there was also a donation of five cents per member sent to the F.W.I. for the N.W.W. A birthday prize donated by Mrs. H. Clark was won by Mrs. Goldsmith. Two contests were held and conducted by Mrs. Mustard and Mrs. H. Clark.

SARCEE TRAINERS—Return Home

The fourteen men who have been in training for two weeks at Sarcee Camp returned to Strathmore Monday. All submersed and hale, but well satisfied to be home again.

### Classified Advertising

per issue 35c  
three issues \$1.00  
READING NOTICES, COMING  
EVENTS  
CARDS OF THANKS, IN MEMORIAM  
NOTICES, etc., per issue 50c  
DISPLAY ADVERTISING RATES  
ON APPLICATION

LOST BETWEEN LANGDON CORNER and Gleichen Corner on Main Highway, 1 Truck Tire and Wheel, 7.50 x 20. Reward, Phone W1362 Calgary, Alberta.

FOR RENT—DWELLING, ON FIRST Street, 6 rooms, occupied by Mr. Bruchere. Apply Mrs. Seales, 117, 8th St. N. W. Calgary. (C-10)

There is no other tobacco just LIKE  
**OLD CHUM**

### CARLELAND CHURCH BULLETIN

Promotion exercises were held last Sunday at the United Church School. Beginning next Sunday, October 6th, Miss Kennagh will have charge of the Beginners Class from 4 to 6. Miss McGrath will teach the Intermediate Class, and Miss Dick will continue with the Primary. Junior

### NGHTINGALE NOTES

Betty May Sloaner was operated on for appendicitis last Friday in the Holy Cross Hospital. Latest reports are that she is making a good recovery.

Word has been received of the death of H. Showalter, former resident of Calgary, from blood poisoning. Heartfelt sympathy of all Nightingale goes out to Mrs. Sloaner and family in their sad bereavement.

### Auction Sale

Having received instructions from Mr. Oscar Moorhouse, who is retiring from farming, I will sell at public auction, at the farm situated 5 miles south and 2 miles west of Strathmore and 1 1/2 miles north of Carleton Place.

### TUESDAY, OCT. 15

AT 1 P. M. SHARP  
FULL LINE OF FARM MACHINERY  
AND IMPLEMENTS  
HORSES, CATTLE, HOGS AND  
POULTRY  
MISCELLANEOUS ARTICLES  
TERMS CASH—

**J. W. DURNO**  
Auctioneer  
CALGARY, ALBERTA.

### THE CANADIAN LEGION

No. 18, E. & L.

President—G. A. MacLean  
Sec. Treas.—W. B. Peterson  
Hall Manager—James Swanson  
Meetings held the second Tuesday of each month. All eligible welcome as members.

PHONE M4470—  
**James Morris**  
FLORIST and MEDMAN  
Cut Flowers For All Occasions  
Wedding Bouquets Floral Designs  
Seeds, Bulbs, House Plants, Etc.  
3314 9th Ave. West CALGARY

ANNOUNCEMENT  
The engagement is announced of Miss Marjorie Jean Fairlie, second daughter of Mrs. Alex Fairlie of Pipestone, Manitoba to Mr. John Matticks of Seattle. The wedding will take place this week in Vancouver.

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## The First "Proof"



THE FIRST PROOF FROM THE GUTENBERG PRESS  
Johannes Gutenberg who invented printing by movable type in 1440 is portrayed here showing the first proof of his work to his partner, Johan Faust.

## GENERAL ELECTRIC HEADQUARTERS

Radios \* Refrigerators \* Auto Radios  
Vacuum Cleaners \* Washers \* Home Appliances  
GENERAL ELECTRIC AUTHORIZED SERVICE  
EXPERT WORK ON ALL MAKES OF ELECTRICAL EQUIPMENT.  
WE ARE YOUR AUTHORIZED G-E SERVICE HEADQUARTERS.

## ADAMS RADIO PARLOR

131 - 8th Ave. W.  
Calgary, Alberta.

G. E. SALES & SERVICE

Phone  
M7712

### WARNS U.S.



Hitler will attack the United States if Great Britain is defeated, warns William C. Bullitt, recently returned U.S. ambassador to France, addressing members of the American Philosophical society in Philadelphia's Independence Square. He urged that world war destroyers be sent to bid Britain.

### BROOKS TRIM STRATHMORE

AT BASKETBALL

Sunday afternoon a small crowd saw the local basketball squad go down to the first defeat of the season. It was also the first game they had played this season. The Brooks team showed far more ability and knowledge of the game, coupled with some fine practice in time past. The score, 32-17 is a rather accurate indication of the way the game ran, and the Strathmore team is looking forward to making it more even when they visit Brooks sometime in the future.

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### HUB

BILLIARD ROOM  
BOWLING ALLEY  
Tobacco and All  
Smokers Necessaries.  
STRATHMORE  
R. HAMBLY, Prop.



This is  
**OUR WAR too!**

Serve by saving  
**Buy WAR SAVINGS CERTIFICATES**  
every month

### The World's News Seen Through THE CHRISTIAN SCIENCE MONITOR

An International Daily Newspaper  
is Truthful—Constructive—Unbiased—Free from Sensationalism—Editorials are Timely and Informative and its Daily Features, Together with the Weekly Magazine Section, Make the Monitor an Ideal Newspaper for the Home.

The Christian Science Publishing Society  
One, Newbury Street, Boston, Massachusetts  
Price \$12.00 Yearly, or \$1.00 a Month.  
Saturday Issue, including Magazine Section, \$2.50 a Year.  
Introductory Offer, 6 Issues 25 Cents.

Name \_\_\_\_\_  
Address \_\_\_\_\_

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**FIRE  
PREVENTION  
WEEK**

OCTOBER 6 to 12

## WESTERN DEPT. STORE

PHONE 28 STRATHMORE - ALTA. PHONE 28

S. LIBIN - Manager

<b>Apples</b> McIntosh Red— 5 lbs. —.25 2 lbs. —.15 <b>WEALTHY</b> — 6 lbs. —.25 Case —.139 <b>PEARS</b> — Basket —.29	<b>Grapes EATING</b> — 2 lbs. —.21 <b>BLUE GRAPES</b> — 6 Quart Basket —.49	<b>BANANAS</b> — 2 lbs. —.22 <b>Cabbage</b> — 10 lbs. —.19 <b>ORANGES</b> — Size 34-2 Dozen —.49 10 lbs. —.25 <b>ONIONS</b> — 10 lbs. —.25 <b>Tea</b> — NABOB— 1 lb Pkg. —.60 <b>Coffee</b> — NABOB— 1 lb Tin —.52 <b>Pork &amp; Beans</b> — 3 16-oz. Tins —.25 <b>FLOUR</b> — Robin Hood or Five Roses— 2 LB. —.310 <b>Corn Flakes</b> — Quaker, Package —.07 <b>Cheese</b> — Golden Leaf or Breadway 2 LB. Wooden Box —.50 <b>Lamb Stew</b> — 2 16-oz. tins —.25	<b>ROLLED OATS</b> — 6 LB. SACK —.30 20 LB. SACK —.85 <b>CHINA OATS</b> — All Makes— Package —.29 <b>RAISINS</b> — Seedless— 2 lbs. —.25 <b>PEACHES</b> — 2 lbs. —.29 <b>CURRANT</b> — 1 LB. —.15 <b>BLACK PEPPER</b> — Bulk— 1 lb —.19 <b>VINEGAR</b> — White, gallon —.60 Brown, gallon —.65 Older, gallon —.65 <b>SEALERS— GEM</b> — Small— Dozen —.19 Medium— Dozen —.19 Large— Dozen —.19 <b>RUBBER RINGS</b> — 4 Dozen —.25 2 Dozen —.25 Bottle —.25 <b>SOAP</b> — LUX— 5 Bars —.29 PALMOLIVE— 5 Bars —.29 <b>KIRKS CASTLE SOAP</b> — 5 Bars —.25 <b>P. &amp; G. SOAP</b> — 10 Bars —.45 <b>LARGE SUPER SOAP</b> — Giant Palmolive, all for IVORY SOAP— Regular 30c— 3 Giant Cakes —.21 <b>JOHNSON'S GLACIAT</b> — Per Tin —.59 <b>MAPLE BUDS</b> — Half or Whole— lb —.25 <b>JELLY BEANS</b> — 1 lb. —.19 <b>CHOCOLATE DROPS</b> — 1 lb. —.23 <b>TOFFEE</b> — 1 lb. —.29	<b>MARMALADES</b> ORANGE, 4 lb tin —.45 THREE FRUIT— Orange, Grapefruit and Lemons, 4 lb tin —.45 <b>WALNUTS</b> — Shelled— 1 lb —.29 <b>Milk</b> 3 Tall Tins —.25 Case— 48 Tins —.3.78 Baby Size, 5 for —.28 <b>TOMATOES</b> — Aylmer— 6 Large Tins —.78 <b>PEAS</b> — 6 Tins —.69 <b>CORN</b> — 6 Tins —.69 <b>CUT BEANS</b> — (Yellow or Green)— 6 Tins —.69 <b>Sausages</b> Burns Shamrock— 2 Tins —.45 <b>PEACH JAM</b> — 4 lb Tin —.52 <b>BLACK CURRANT JAM</b> — 4 lb Tin —.52 <b>BLACKBERRY JAM</b> — 4 lb tin —.52 <b>LARD—pure</b> 3 lbs. —.25 10 lbs. —.78 <b>SALAD DRESSING</b> — MIRACLE WHIP— 32 oz. Jar— each —.49 <b>Bacon</b> — Butter— Fancy Dalry— 1 lb. —.22 5 lbs. —.1.05 <b>BUTTER</b> — Creamery— 2 lbs. —.53
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● That when placing an order for printing, you are not making a purchase of material, but hiring a service? You are employing the printer and his equipment to the extent required for doing a certain piece of work.

What do you get? That depends on whom you hire. Printing cannot be good without equipment, intelligence, judgment and a desire to render prompt service.

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